Saturday, October 13, 2018

12:00 p.m. – 1:00 p.m.
Registration/CE Desk
Grand Ballroom Foyer

1:00 p.m. – 1:15 p.m.
Welcome to the 20th Anniversary Summit!
Elaine Auld, MPH, MCHES®
SOPHE CEO

Angela Mickalide, PhD, MCHES®
SOPHE President

Grand Ballroom
*Please sit with your state delegations for plenary presentations

1:15 p.m. – 2:15 p.m.
Opening Plenary
Every Town is Affected: How One Organization Prevents Gun Violence
Jennifer Hoppe
Deputy Director, Moms Demand Action for Gun Sense in America

Grand Ballroom
Moms Demand Action is one of the country’s largest gun safety movements. This plenary presentation will provide a dynamic overview of the organization’s structure and ongoing grassroots initiatives and commence the call to action for attendees to get involved in gun violence advocacy efforts in one’s own community.

2:15 p.m. – 3:00 p.m.
Plenary
Firearms: A Leading Cause of Injury and Intentional and Unintentional Death
Amy Thompson, PhD, CHES®
SOPHE Advocacy Trustee

Grand Ballroom
Gun violence is uniquely an American problem. This plenary presentation will discuss how firearms are the leading causes of intentional and non-intentional death and injury and explore best-practice advocacy strategies to reduce gun violence.

3:00 p.m. – 3:05 p.m.
Break - Move to Next Session

3:05 p.m. – 3:55 p.m.
Select One Concurrent Session:
Preventing Multiple Forms of Gun Violence through a Public Health Approach
Alisha Somji, MPH
Grand Ballroom
This session will describe this comprehensive action-based platform to prevent gun violence using a public health approach and consider how to expand aspects of the platform to the attendees’ work.

Strategies for the Novice Advocate: Creating Advocacy Plans to Fight Gun Violence
Heidi Hancher-Rauch, PhD, CHES® and students Megan Davish, Yordanos Gebru & Shawn Schweitzer
Executive
This session will help provide the necessary tools to practice advocacy. A step-by-step advocacy plan will be explained, along with advocacy tips, techniques and required skills to meet the attendees’ personal and professional goals.

Public Health Policy Advocacy Teaching
Julia Wolfson, PhD, MPP
Jenifer Martin, JD
Sagamore Hill
This session zeros-in on the core components of advocacy pedagogy: theory, process, skills, implementation, effective communication and practical experiences. Particularly highlighted will be a gun violence prevention policy advocacy training provided to undergraduate and graduate students.

3:55 p.m. – 4:00 p.m.
Break - Move to Next Session

4:00 p.m. – 4:55 p.m.
Select One Concurrent Session:
More than Mass Shootings: Findings from an Analysis of News about Guns and Suicide, Domestic Violence and Community Violence
Daphne Marvel, BS
Pamela Mejia, MPH, MS
Grand Ballroom
Common types of gun violence, including domestic violence, suicide and community-level violence, occur daily and strategies that could prevent them are lacking. This session covers research into how media covers different types of gun violence and what role health educators have in evolving the ways the news frames their stories.

Essential Steps in Effective Public Health Advocacy Strategies
Jenifer Martin, JD
Executive
Advocates will be trained in essential steps for effective advocacy strategies across multiple levels while honing in on public health issues, including violence prevention, to advance policy change.

Addressing Emergency Response Protocols to an Active Intruder: Policy and Advocacy from a Classroom to Campus to Community
Keely Rees, PhD, MCHES®
Anders Cedergren, PhD, CHES®
Dan Duquette, Ed.D., CHES®
Katherine (Kitt) Drewiske
Sagamore Hill
A student’s perspective will be shared at this session, demonstrating how the advocacy experiences and coursework aligned with the Parkland tragedy spurred a project into collaboration with campus and community members.

5:00 p.m. – 6:00 p.m.
20th Anniversary Reception
Honoring the 2018 SOPHE Honorary Fellow
Camara Jones, MD, MPH, PhD
Morehouse School of Medicine
Grand Ballroom
**Sunday, October 14, 2018**

**8:00 a.m.**

Continental Breakfast  
Grand Ballroom

**8:15 a.m. – 9:15 a.m.**

**Collective Impact: Showcasing CNHEO Efforts in Policy Advocacy to Address Violence Prevention**

Elaine Auld, MPH, MCHES®  
Kelly Wilson, PhD  
Brett Sebastian, JD  
Beth McNeill, PhD, CHES®  

Grand Ballroom

This breakfast discussion will highlight the CNHEO’s new strategic plan to support health education, while breaking down how the plan addresses objectives for advocating for school settings as primary prevention opportunities for health concerns, such as gun violence and mental health.

**9:15 a.m. – 9:25 a.m.**

**Welcome: Overview of Day 2**

Cicily Hampton, PhD, MPA  

Grand Ballroom

*Please sit with your state delegations for plenary presentations*

**9:25 a.m. – 10:25 a.m.**

**Plenary**

*How the Omnibus Spending Bill Undermines Gun Violence Prevention*

Lesley Kroupa, JD  
Former practicing lawyer, current MS student at Teachers College, Columbia University  

Grand Ballroom

This plenary presentation will guide advocates through the basics of the appropriations process and explain how one can identify specific provisions of the omnibus spending bill related to gun violence prevention that can be the focus of continued advocacy efforts.

**10:25 a.m. – 10:30 a.m.**

Break - Move to Next Session

**10:30 a.m. – 11:20 a.m.**

**Select One Concurrent Session:**

-Evaluating Advocacy (Panel)

-Measuring the Efficacy of Violence Prevention Using Hospital-based Resuscitation Reenactment: YOLO (You Only Live Once)

Deena Chisholm, MPH, CHES®  
Chaz Molins, MSW, LCSW

**11:25 a.m. – 12:25 p.m.**

**Keynote**

*Gun Violence in Context*

Kayla Hicks  
Coalition to Stop Gun Violence  

Grand Ballroom

-Advocacy Skills: Are there Ethnic Differences?  
Cindy Kratzke, PhD, CHES®  
Satya Rao, PhD, MCHES®

-Advocacy as an Essential Public Health and Health Education Competency: Assessing Success in Teaching, Learning and Practice  
Anders Cedergren, PhD, CHES®  
Keely Rees, PhD, MCHES®  
Dan Duquette, Ed.D., CHES®

Grand Ballroom

This session will introduce three strategies designed to teach health advocates how to approach social and community health and incorporate these competencies in health promotion to conduct and evaluate successful advocacy efforts of one’s own.

**12:30 p.m. – 1:30 p.m.**

**Lunch**

Atrium Ballroom

**1:30 p.m. – 2:20 p.m.**

**Sit with State Delegations Effective Hill Visits**

Jeff Goodman, PhD, MCHES®  

Grand Ballroom

This session will review key tactics that one needs to have an effective Hill visit with staff and legislators. Afterwards, participants will illustrate the do’s and don’ts of effective Hill visits interactively.

**2:20 p.m. – 4:20 p.m.**

**Hill Visit Planning**

Grand Ballroom

During this time, participants will convene with their state delegations. This time is essential to put together everything that has been taught during the Summit from using stakeholder research to framing and developing key messages for effective Hill visits.

**4:20 p.m. – 4:30 p.m.**

**Reconvene: Review Hill Visit Scheduling & Summit Evaluation**

**Monday, October 15, 2018**

**9:00 a.m. – 10:00 a.m.**

**Advocacy Kick Off**

Fern W. Goodhart, MS, RMCHES®  
Sherie Lou Z. Santos, MPH, MCHES®  

Capitol Visitors Center, SVC 201-00

**10:00 a.m. – 5:00 p.m.**

**Hill Visits** - Please log in to the Advocacy Summit App to access your Hill visit schedule!  
https://tinyurl.com/2018SOPHESummit

**Grand Ballroom**

**Moderated by Cicily Hampton, PhD, MPA**

The keynote panel will examine gun violence in a variety of contexts to explore how the context surrounding each of these issues is integral to creating effective and sustainable policy solutions.

**11:20 a.m. – 11:25 a.m.**

Break - Move to Next Session

**11:25 a.m. – 12:25 p.m.**

**Keynote**

*Gun Violence in Context*

Kayla Hicks  
Coalition to Stop Gun Violence  

Grand Ballroom

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-Advocacy as an Essential Public Health and Health Education Competency: Assessing Success in Teaching, Learning and Practice  
Anders Cedergren, PhD, CHES®  
Keely Rees, PhD, MCHES®  
Dan Duquette, Ed.D., CHES®

Grand Ballroom

This session will introduce three strategies designed to teach health advocates how to approach social and community health and incorporate these competencies in health promotion to conduct and evaluate successful advocacy efforts of one’s own.

**Using YRBS Data to Strengthen Advocacy Messages in School and Community Settings**

Meagan Shiple, PhD, CHES®  
Beth McNeill, PhD, CHES®  
Caitlin Holden, MS, CHES®  

Grand Ballroom

The Youth Risk Behavioral Surveillance System Survey (YRBS) can help strengthen the self-efficacy of advocacy implementation for health educators. Learn how to use a box approach to analyze YRBS data and how to use the data for advocacy efforts.

**Student Engagement via Individual Advocacy Projects: Experience for Now and the Future**

Robbie Chaney, PhD and students Natalie Ford, L. Ida Tovar, Maddison Evans & Jordyn Hansen

Executive Health education courses which utilize an experimental-learning project tend to be most effective. This session will highlight an advocacy project which allows students to plan and implement an advocacy effort while developing skills for their future careers.

**10:00 a.m. – 5:00 p.m.**

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